


QUESTIONNAIRE
PROJECT RITUAL

Hello, my name is I work for a Marketing Research company called Consumer Insight. We are conducting a study to gather opinions and ideas regarding symbols intended to communicate a service offered in Kenya and would greatly appreciate your views. This interview will take about 30 minutes. Are you willing to participate?

Yes	1	Respondent to sign below
No	2	Terminate
Signature		

Questionnaire Serial Number																	
Respondent's Name																	
Gender		Male				1	Female				2						
City/Town		Nairobi	1	Thika	2	Kisumu	3	Mombasa	4								
Estate Name																	
Street Name																	
Door/ Gate No.																	
Postal Address										Email:							
Phone: Landline										Mobile							

SECTION A. QUALITY CHECKS

Name of Interviewer							Signature	
Name of Supervisor							Signature	
Date					Start Time		End Time	
Accompanied	Yes	1	No	2	by(name)		Signature	
Back checked	Yes	1	No	2	by(name)		Signature	
Scrutinized	Yes	1	No	2	by(name)		Signature	

SECTION B. RECRUITMENT

SC1. How old are you? _____

SC2. Are you able to read and understand English?

	CODE	INSTRUCTION
YES	1	PROCEED
NO	2	THANK AND CLOSE INTERVIEW

SC3. Do you or anyone in your household work for any of the following organizations? (READ OUT)

ORGANIZATIONS	CODE	INSTRUCTION
Marketing Research Agency	1	TERMINATE
Journalism (TV, Radio or print)	2	
Advertising Agency	3	
Others	4	CONTINUE

SC4. Have you been involved in any marketing research in the last 3 months?

	CODE	INSTRUCTION
YES	1	THANK AND CLOSE INTERVIEW
NO	2	PROCEED

Q.1 Does your community carry out male circumcision as a rite of passage?

Incidence of circumcision	CODE	INSTRUCTIONS
Yes	1	CONTINUE
No	2	

SECTION C. LOGO TEST

Expose the logos and change the order of exposure to the respondent appropriately. Circle 1, 2 or 3 under each logo in the table below to show the order of exposure. Give the respondent about 2 minutes to study each logo.

Logo	VMMC Logo A			VMMC Logo B			Penis Logo		
Order of Exposure	1	2	3	1	2	3	1	2	3

Q.2 What thoughts came to your mind when you saw this image? What is it communicating to you?

VMMC Logo A	
VMMC Logo B	
Penis Logo C	

One of these images will be used to communicate services for voluntary medical male circumcision. For example, this image will be used to identify facilities offering male circumcision services. I would like us to discuss in detail about these images and ask you to give me your honest thoughts and feelings about them.

Q.3 I have several statements, which of these 3 logos do you feel it fits each of these statements

	Statement	Logo A	Logo B	Logo C
1	It is creative	1	2	3
2	It is humorous / funny	1	2	3
3	It is acceptable to you and your community	1	2	3
4	It draws your attention	1	2	3
5	It talks to you as an individual	1	2	3
6	It is unusual/you have not seen another logo like this	1	2	3
7	It is irritating/ annoying	1	2	3
8	It is too complex - You not sure what is!	1	2	3
9	It requires a lot of effort to understand	1	2	3
10	The concept is unrealistic or far-fetched	1	2	3

Q.4 Given the intention of these logos, which of the three logos do you prefer most?
Which one is the second preferred & least preferred? Single code for each

LOGO	Preferred most	Second most preferred	Least preferred
VMMC Logo A	1	1	1
VMMC Logo B	2	2	2
Penis Logo C	3	3	3

Show the respondent the preferred logo and ask the following questions:

Q.5

- a) Given the intention of these logos, what are the main things in this logo that you like most?
- b) Why do you say so? Probe for each of these attributes and reasons why

Q5a.Attribute	Q5b. Reason

Q.6

- a) Given the intention of these images, what are some of the things you did not like about your preferred logo?
- b) Please explain in detail, Probe for each of these attributes and reasons why

Q6a Attribute	Q6b Reason

Q.7 What, according, to you is the message of this logo? What else is this logo trying to say?

I will show you different statements that could go with these logos to communicate to people about voluntary medical male circumcision in Kenya

Q.8 What do you understand by each of these statements?

Q.9 Having seen the statements which one is your most preferred?

Tag Line	Q.8 Message take out form tag line	Q.9 Best match for preferred logo
<i>Kutahiriwa ni muhimu</i>		1
<i>Kutahiriwa ni kujijali</i>		2
<i>Mkato wako, pato lako</i>		3
<i>Kata usiogope</i>		4
<i>Kutahiriwa kwa wanaume ni muhimu</i>		5

Ask about the best match tag line

Q.10 Why do you think this statement is the most suitable?

Place the preferred logo and the matching tag line in front of the respondent and ask the following questions:

Q.11 What other statements do think would go with your preferred combination?

Q.12 Which messages are communicated by this logo and the statement that matches with it?

Message:

Q.13 Please tell me what you are likely to do after seeing this logo?

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Q.14 To whom is the message addressed to?

Whom?		Reasons why
	1	
	2	
	3	
	4	
	5	

Q.15 Do you think that these images will draw any attention to people who see it?

Yes	1
No	2
Don't Know	3

Q.16 Why do you say so? *Probe fully and record verbatim*

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Q.17 Does this logo and slogan (*Interviewer point to the combined slogan and symbol*) have any negative meanings you know of?

Yes	1	<i>Describe any negative</i>
No	2	
Don't Know	3	

Q.18 What changes if any, would you suggest to improve your preferred combination of logo and slogan? *Probe fully and record verbatim*

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Q.19 Would it be appropriate to have this sign in a health facility accredited to offer VMMC

Yes	1	Why?
No	2	Why Not?

Q.20 Do you think facilities bearing this signage would attract more clients for voluntary medical male circumcision services or information

Yes	1	Why?
No	2	Why Not?

Please provide the respondent with a plain A4 size paper and pencil for drawing the logo.